



Minnesota works.net™

ANNUAL REPORT 2014

The NO-FEE online job bank for job seekers and employers

- Use innovative matching technology
- Create online resumes and job listings at NO-FEE
- Search the largest job bank in Minnesota
- Available 24 hours a day, 7 days a week

2014 QUICK STATS

Total Job Openings

- ▶ 2014 = 783,942
- ▶ 2013 = 598,992

Total Searches

- ▶ Total searches by employers:
2014 = 376,437
2013 = 330,538
- ▶ Total searches by job seekers:
2014 = 5.6 million
2013 = 8.3 million

Total searches by job seekers and average searches per day in 2014 reflect an improving Minnesota economy and state unemployment rate declining from 5.5% in 2013 to 3.6% in 2014.

- ▶ Average searches per day:
2014 = 16,307
2013 = 23,649

Total Accounts

Total number of records in MinnesotaWorks:

- ▶ Employer Records
2014 = 88,538
2013 = 85,897
- ▶ Job Seeker Records
2014 = 555,359
2013 = 593,584

New Employer Accounts

- ▶ 2014 = 2,079
- ▶ 2013 = 1,994

New Job Seeker Accounts

- ▶ 2014 = 91,523
- ▶ 2013 = 108,874



It gets even better.

From 2013 to 2014 there was a **31% increase** in the total number of job openings posted on MinnesotaWorks.net.



JOB SEEKERS

"Thank you for all of your help. I recently started a new job and the company found my resume on MinnesotaWorks.net and contacted me!"

— *Shaun D.*

"This is the best... Fast, FREE, Efficient, FREE, User friendly, FREE. Thank you for doing this for the people of Minnesota. You really do have it right."

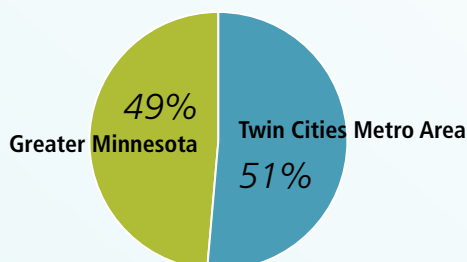
— *Daniel C.*

"I just wanted you to know that I appreciate finding a job on the MinnesotaWorks.net site, and I am starting work tomorrow. I know that finding a good paying job just from these job boards can be difficult, but it worked for me! I didn't know anyone else at the company, and did no other networking within the company either. It was solely through an application through MinnesotaWorks. So there you have it, a success story!"

— *Holly G.*

New Job Seeker Accounts in 2014

91,523

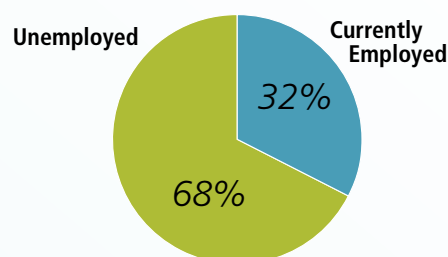


Race of Job Seekers

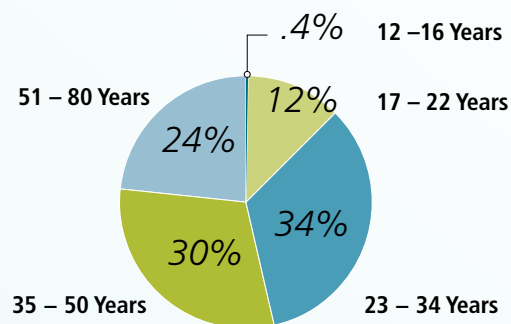
American Indian or Alaska Native	4%
Asian	4%
Black, African American	13%
Hawaiian Native or other Pacific Islander	<1%
White	78%

Ethnicity of Job Seekers = 5% Hispanic or Latino

Job Seekers Status



Age Range of Job Seekers



Education Level of Job Seekers

Less than High School Diploma / GED	7%
High School Diploma / Some College	49%
College Degree / Vocational Credential	44%

EMPLOYERS

Employers Say What They Like About MinnesotaWorks.net

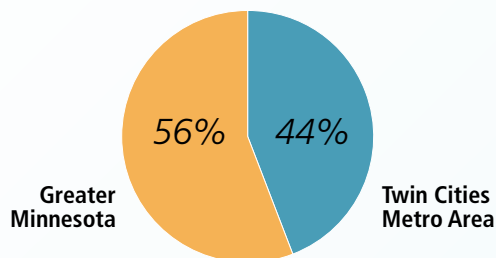
- It is quick, easy and very effective.
- Out of all our paid advertising and other free ads the best response was from posting our job on MinnesotaWorks.net.
- It is really easy to use and it also lists if the person is a veteran, which is very helpful for us.
- My favorite part about it is I can see how many people viewed the posting. I also like being able to see their resumes.
- I like that it is easy to use and navigate. I was amazed with the response.
- It gives us that extra layer of advertising without paying for it. MinnesotaWorks.net is one of the main sites I hear friends and relatives talk about when they are searching for a job. It gets a lot of views and traffic.

“MinnesotaWorks.net is a website that is known in the State of Minnesota, and because it is tied to DEED and Job Service offices, it is the first place many applicants go when looking for work.”

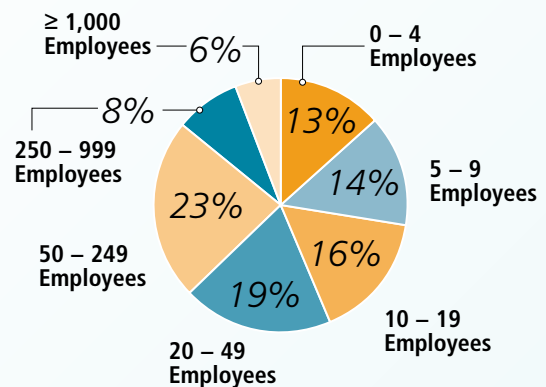
— Employer

Total Job Openings in 2014

783,942



Size of Businesses



The size of businesses is compiled from employer self-service and staffed entered openings.

Job Openings by Occupation ONET Codes

Production, Installation & Maintenance	20%
Personal Care & Food Preparation	12%
Health care	11%
Office & Administrative Support	11%
Construction, Extraction & Transport	10%
Science, Technology, Engineering & Math	10%
Sales & Related	9%
Management, Business & Financial	8%
Building & Grounds Cleaning & Maintenance	2%
Education, Training & Library	2%
Military, Protective and Social Services	2%
Entertainment, Arts, Sports	1%
Farming, Fishing & Forestry • Legal	EACH ≤1%

Job Openings by Industry NAICS Codes

Professional, Business & Administrative Services	65%
Education & Health Services	14%
Trade, Transportation & Utilities	7%
Manufacturing	4%
Leisure & Hospitality	3%
Other — Construction • Information • Other Services	3%
Financial & Real Estate Activities	2%
Government	1%
Natural Resources & Mining	1%

MAJOR OUTREACH EVENTS 2014

- JAN** NASWA National Labor Exchange Committee
MLK Jr. Holiday Diversity Networking Career Fair
Mining Industry Day
- FEB** The Job Fair of Minneapolis
Greater Alexandria Area Job Resource Fair
Rasmussen College Twin Cities West Career Fair
- MAR** Eden Prairie Youth Career Fair
Career Services Center and Career Fair
10th Annual Central Minnesota Area Career Fair
Get Jobs Job Fair
Direct Employers Association Annual Meeting
- APR** UMN Graduate Student and Alumni Career Fair
Hennepin Technical College Career Fair
Renew Minneapolis Hiring and Resource Event
South Metro Job Fair
Rochester Post Bulletin and RCTC Job Fair
- MAY** BATC Job and Career Fair
Diversity Career, Resource and Education Expo
5th Annual Northland Job Fair
NASWA National Labor Exchange Committee
Destination Jobs Minneapolis Job Fair
- JUN** Statewide Joint Counselor Training
- JUL** Minnesota's Largest Veterans Career Fair
West Hennepin Job Fair
- AUG** Diversity Career Fair
- SEP** Professional & Technology Diversity Career Fair
Robotics Alley Career Fair
18th Annual St. Cloud Area Job Fair
- OCT** SHRM Annual Conference and Career Event
Progressive Community Job and Career Fair
- NOV** Veterans Connect Virtual Career Fair
Printing Industry Midwest and Twin Cities Flexo Association Job Fair
- DEC** Minnesota Community Advisors on Recruitment & Retention Solutions

The total of job openings in this report is compiled from employer self-service openings, staff entered openings and uploads from US.jobs the national labor exchange (US.jobs includes openings from Minn. employers; Federal jobs from USAJOBS; and border state communities from North Dakota, South Dakota, Iowa and Wisconsin.)



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MinnesotaWorks.net Blog

The MinnesotaWorks.net blog is published weekly and features job search tips, techniques, and upcoming events. The blog helps job seekers learn what they need to secure a new and often better job quickly. Some topics covered in 2014:

- Ways to Write a Targeted Resume
- 5 Job Search Tips Going Out of Style in 2014
- Ways To Attract LinkedIn Recruiters to Your Profile
- Informational Interviews Boost Job Search
- Finding Jobs Online: Tools Keep Improving

Job seekers can sign up to be notified when new blogs are published.

Hundreds of Vets Connect with Employers at Minnesota Vets Career Fair

Former members of the U.S. military seeking jobs and employers connected at the 2014 Minnesota Veterans Career Fair. Gov. Mark Dayton kicked off the event by thanking employers for hiring veterans and veterans for their service to Minnesota and the nation. The event, attended by 800 job seekers, had more than 140 employers participating, a record number.

"Hiring veterans is one of the best investments a business or organization can make," said Gov. Dayton. "Minnesota veterans have the skills employers are looking for."

Veterans attended a workshop on job search techniques, including removing military jargon from resumes. Recruiters take about 30 seconds to review a resume, so it needs to clearly show civilian skills that match job requirements. At a separate presentation, attendees heard what it takes to start a business. Skills veterans use in the military and traits they have, such as leadership and dedication, could make starting a business a good choice for them.

Attendees had the opportunity to meet with college representatives about educational options and career experts to receive resume critiques and coaching for job interviews. Service providers assisted veterans with employment-related needs and provided referrals to non-work related services for veterans.

DEED, the event organizer, and the Minnesota Assistance Council for Veterans partnered in a program called Suits for Soldiers that provided donated interview suits for attendees at the event.

And to make it easier for Minnesota veterans to pursue job opportunities, a new initiative was announced to provide free hotel accommodations to veterans. Under the program, veterans searching for employment, attending job interviews, participating in skills training, or looking for housing in Minnesota, may be eligible for three free nights at a Hilton Hotel.



For job search tips follow
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Minnesota

Department of Employment and Economic Development

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